



# CHECKLIST

MAKING THE MOST OF  
FACEBOOK GROUPS



Online Visibility  
ACADEMY





## 7 Ways to Profit from Other Peoples' Facebook Groups

- I am aware that Facebook is primarily social, not sales oriented
  - I understand that people join groups to hang out with like-minded friends, get help with a specific goal or challenge, and let their hair down
  - I have familiarized myself with the drawbacks and benefits of both open and closed Facebook groups
  - I understand that closed Facebook groups provide an excellent way for focused action-takers to work toward a specific goal
  - Before I go and create my own group, I plan to join two or more closed Facebook groups to familiarize myself with group dynamics and build up my visibility before the right audience
  - I understand that in someone else's Facebook group, I will have a chance to:
    - Grow, practice and try things out
    - Help your ideal community member
    - Relax and have fun with them
    - Ask them to help me
    - Share links to my blog posts
    - Share photos, infographics and image quotes
    - Show how much I know
    - Become known!
  - I have built a client avatar, using people I have gotten to know in a Facebook group for informed inspiration
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## 7 Ways to Profit from Other Peoples' Facebook Groups

- I am paying close attention to what gets posted
  - I am taking screenshots of particularly helpful posts and/or answers, and saving them in a journal or journal folder
  - I have searched for, and found, valuable Facebook groups within Facebook
  - I am reading all group descriptions very carefully before joining
  - I am scanning the posts of group members for:
    - Pain points (complaints)
    - Common problems
    - Product ideas
    - Gaps in existing products and programs
    - Untapped market opportunities
    - Connection opportunities
  - I am creating resources for Facebook group members in groups I belong to
  - I am adding value to the group through consistent, regular and repetitive interaction
  - I am making it a point to visit and engage with the group every day
  - I am planning and scheduling a good chunk of my posts for groups I belong to
  - I have familiarized myself with ways to share in Facebook groups
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## 7 Ways to Profit from Other Peoples' Facebook Groups

- I am making sure that I vary my post types to make them more interesting
  - I am recording and making notes about anything I have promised to follow up on for a fellow group member
  - When I can contribute a valuable response, I am answering questions within the group
  - I am answering some questions by sending them to the group owner's:
    - Blog posts on that specific topic
    - Books on that specific topic
    - Products that deal with that specific topic
  - I have checked to see if at least some of the groups I am joining allow members to share their own promotions and links
  - I am budgeting time in my schedule to help group members by taking on such responsibilities as:
    - Beta-reading blog posts or books
    - Looking up things I have promised to find
    - Sharing resources that I have promised to provide
  - I am making notes on which types of posts get specific reactions
  - When it comes to my own posts, I am making sure I take note of:
    - What gets Likes
    - What they share
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## 7 Ways to Profit from Other Peoples' Facebook Groups

- What they comment on and discuss
  - What gets them excited
  - What they ignore completely
  - What they take issue with, or argue about
  
  - I am using Facebook groups to practice posting, presenting Live videos (if allowed), and getting comfortable being “out there” in my online community
  - I am experimenting with stretching my boundaries and horizons in the groups I belong to
  - I always check group rules before making certain types of posts — especially if I’m not sure it is allowed
  - I have checked the protocols of each particular group before uploading files for other members
  - Once I have placed a document in a group file, I am making sure I also announce it in a post and tell people how and where to access that resource
  - I have consciously decided what role I want to play in each group I belong to
  - I am keeping posts short till people in the groups I belong to get to know me
  - I am posting consciously, knowing with each post:
    - What I want to say
    - Why I want to say it
    - Who it is for
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- What I want it to provide or achieve
  - I am always focused on the group goals and objectives
  - I am paying attention to the timing of my posts
  - I am paying attention to the best time to share my posts
  - I am double checking my research to determine optimal post times using more than one method
  - I understand that the most important components of growing my reach are:
    - Consistency
    - Regularity
    - Repetition
  - I will make sure I really understand how groups work and build important relationships within them before starting my own group
  - I will not abandon 'old' groups I belong to when I start my own
  - I am making sure my own new Facebook group has a clear and powerful goal
  - I am making sure my own new Facebook group is set up to benefit my members
  - As a group leader and owner, I am:
    - Creating posts that inspire action
    - Creating posts that challenge and stretch my members, as well as comfort them
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## 7 Ways to Profit from Other Peoples' Facebook Groups

- Using calls or prompts to action
  - Using trigger words
  - As a group leader and owner, I am also being:
    - Real and vulnerable
    - Visual
    - Positive
  - I have created all my basic group content before inviting people to join, such as:
    - My 801 X 250-pixel group cover photo
    - My group description and guidelines
    - A pinned post
    - (At least) a handful of various post types to get the ball rolling
  - I am using my most important keywords:
    - In my group name
    - In my group description
  - I understand that Facebook groups are reciprocal, and the best ones offer a win-win situation for group owners and members alike
  - I am ready to make the most of Facebook groups
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